



FUNDRAISER'S GUIDE

FUNDRAISING QUESTIONS WELCOME:

hello@talklistenchange.org.uk

Company Number: 1559314

Charity Number: 512710





If you'd like to see the full impact our services have on the whole family [download a copy of our 2022-23 Annual Report.](#)



800 MINUTES, 800 CHANCES FOR CHILDREN LIVING WITH ABUSE.

Last year, we helped 800 children who were affected by domestic abuse within the home. We helped those who were victims of abuse from a parent or sibling, as well as those using unhealthy behaviours themselves - towards loved ones.

With your help, we want to support even more young people this time around.

RUN, JUMP, SKIP, SWIM, DANCE OR DO ANY PHYSICAL ACTIVITY FOR 800 MINUTES DURING THE MONTH OF JUNE.

THAT'S AROUND 25 MINUTES PER DAY!

**SIGN UPS
NOW OPEN**

**Free t-shirt
with £50
raised**



WHO ARE WE?

TLC stands for Talk, Listen, Change.

We aim to ensure everyone within our community benefits from safe, healthy and happy relationships.

We offer a range of services to help people build better relationships, from counselling and family mediation to domestic abuse support.

We believe everyone has the capacity for change.

Everyone can change the way they think, feel, act, and behave with the right support systems in place.

Through change, we can all lead safer, healthier, and happier lives.



THE DIFFERENCE YOU WILL MAKE

One of our biggest areas of work is supporting children living with domestic abuse.

Domestic abuse can impact young people far beyond childhood. It can lead to trauma that lasts a lifetime.

By supporting children who've experienced abuse, we allow them to come to terms with their trauma. We help break cycles of violence, so children don't learn unhealthy behaviours and use them against other people.

We provide free counselling sessions to children who've witnessed violence, and free behaviour change courses to children exhibiting violent tendencies.

We're a local charity, with proud Northern roots, and have a firm understanding of the issues that impact children within our community.

The children we've worked with say our support has improved their confidence and self-esteem, and transformed negative thoughts into positive and productive ones.

We rely on your support to keep our counselling and behaviour change programmes free for children who've experienced abuse.

As families are facing hardship due to the cost-of-living crisis, we expect incidents of domestic abuse to rise. The work we do is more necessary than ever.

Your money will help pay for things like art supplies and educational materials for children in play therapy. It will help foot the costs of one-to-one counselling sessions. It will help start a child who is exhibiting violent tendencies on their journey to learning healthy behaviours in relationships.

2.4k

young people's counselling sessions delivered each year

1 in 7

UK children have lived with domestic abuse at some point in their lives.

800

young people referred to us for help with unhealthy relationships each year

PHYSICAL 800 - HOW DO I TAKE PART?

1. CHOOSE YOUR ACTIVITY

If you're a sporty person and already regularly take part in a physical activity, why not challenge yourself to go that little bit further and set a daily or weekly exercise target so people can see you're dedicated to the cause?

If you want to take up something new but don't know where to start, or don't have access to sporting facilities, there are plenty of ways you can keep fit at home. Exercise videos are a great motivator to push you onward.

2. SET UP A FUNDRAISING PAGE

Set up an online fundraising page with JustGiving so people can easily donate.

Go to [justgiving.com/talklistenchange](https://www.justgiving.com/talklistenchange) and click "Fundraise for us" then follow the setup instructions.

Upload pictures, tell your fundraisers why you've chosen TLC, and share on social media with your friends and family.

3. TRACK YOUR ACTIVITY

You can track your activity through an app called Strava. Download it from the app store.

Strava connects to your smartphone or smart watch, and you can link it to your fundraising page.

It is important to keep your fundraising page up to date with pictures of you doing your activity.

4. JOIN #TEAMTLC

You can post about your achievements across social media by tagging us, DMing us, or you can email us with pictures or videos of you doing the challenge. We'll share them and help you get even more donations

If you raise over £50, we'll send you a TLC t-shirt in the post!



BOOSTING YOUR DONATIONS - TIPS AND TRICKS

1. TELL A STORY

Why are you fundraising for TLC? Maybe we've helped out a friend or family member. If you're challenging yourself with an event, let people know how much effort you're putting in.

2. EXPLAIN WHY IT MATTERS

Tell your donors what your fundraising journey means to you, and what the money can do. You could write a blog to showcase your journey and share important imagery.

3. SET A TARGET

Online pages with fundraising targets raise 45% more than pages with no target! Aim high and we have free fundraising merchandise we can send.

4. SHARE IT

Every time you update your fundraising page, share it on Facebook, Instagram, or your chosen social media platform, and let everyone know what you are doing.

5. SAY THANKS

Don't forget to let people know how much you appreciate every penny!



MAXIMISING THE POTENTIAL OF SOCIAL MEDIA

- Use the hashtag #PHYSICAL800 when sharing your page or content
- Tag us in your content @TLC_Charity
- Update your Facebook, Instagram and LinkedIn profile with your fundraising updates
- Add an email banner and link to your online fundraising page in your signature
- Share your page around pay day when people are feeling most generous!



**HERE'S AN INTERESTING FACT:
50% OF DONATIONS ON JUSTGIVING COME
DIRECTLY FROM FACEBOOK REFERRALS.**

**CASH
DONATIONS?**
Download, fill-out,
and return our
sponsorship
form